

2010-2011 PERFORMANCE REVIEW

Results and Accomplishments



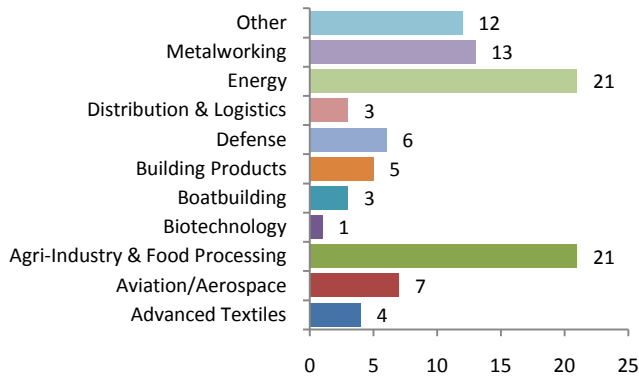
NORTH CAROLINA'S
SOUTHEAST™

THE SOUTHEAST REGION

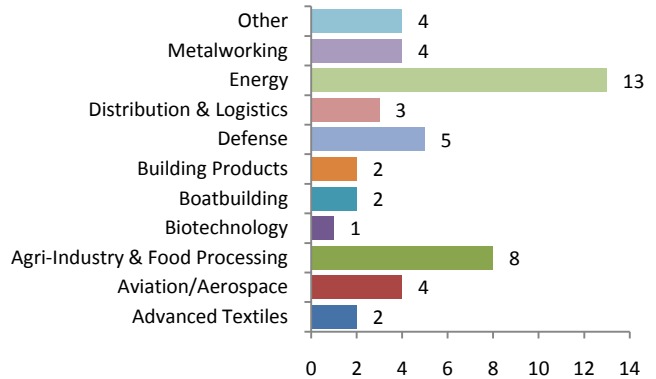


NCSE Mission Statement: Provide strong regional economic development leadership in southeastern North Carolina through innovative marketing and collaborative regional initiatives that will create new jobs, generate capital investment, and secure new business locations.

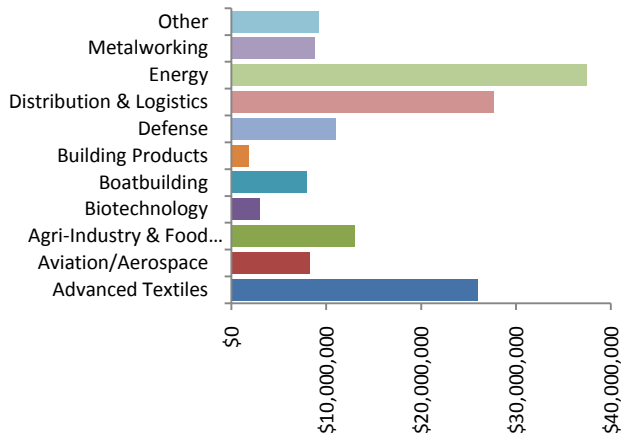
Projects by Industry Sector



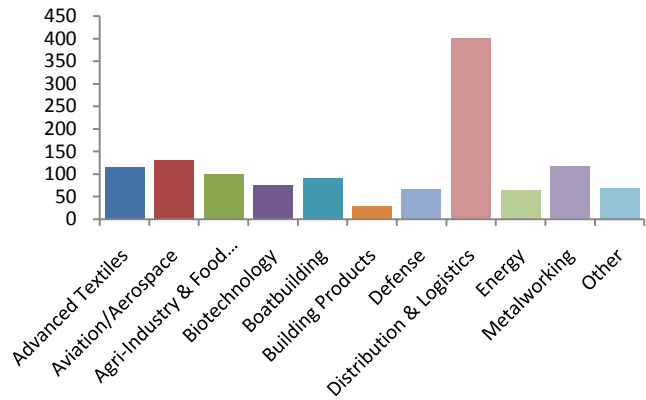
Visits by Industry Sector



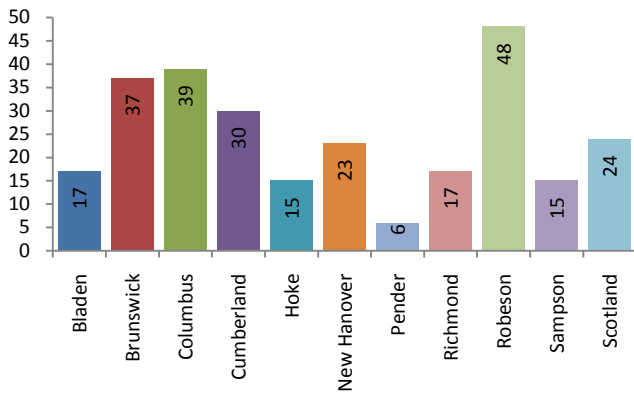
Average Project Investment by Industry Sector



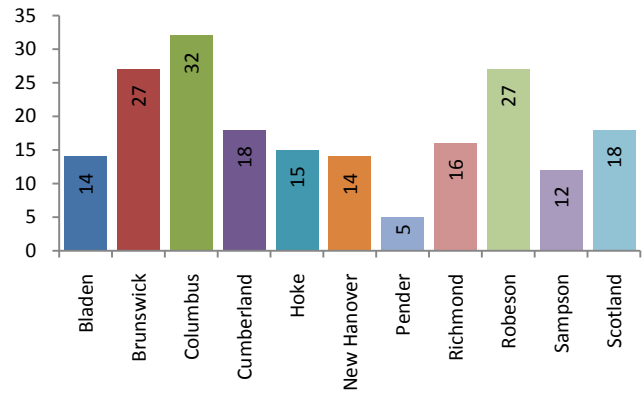
Average Project Employment by Industry Sector



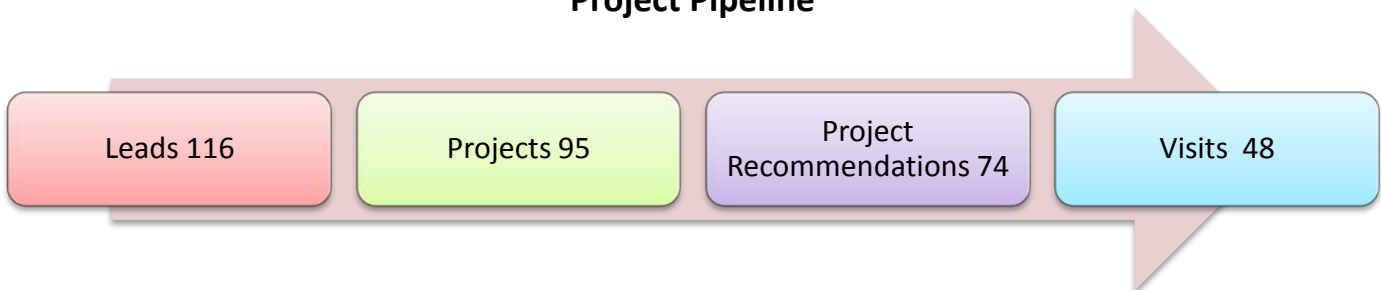
Building and Site Recommendations by County



Projects Recommendations by County



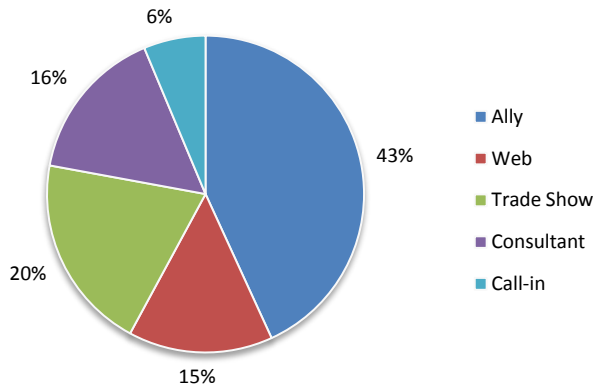
Project Pipeline



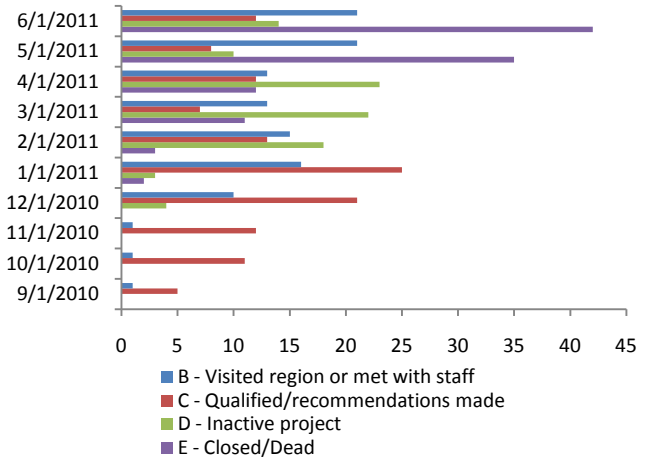
**"Visits" refers to clients visiting the region as well as NCSE staff visiting the clients at their location

- 74 of 95 projects (72 Generated, 23 Assisted) had recommendations of one or more counties
- 48 projects visited the region or met with NCSE staff at company location
- 138 buildings and 116 sites were recommended; 54 buildings and 67 sites were visited
- Projects represent 8,953 potential jobs and \$ 2,280,129,500 potential investment
- 58% of projects that needed port and/or rail visited the region
- 47% of projects that did not need port and/or rail visited the region
- Average employment per project was 105 jobs and average investment per project was \$ 26,825,053

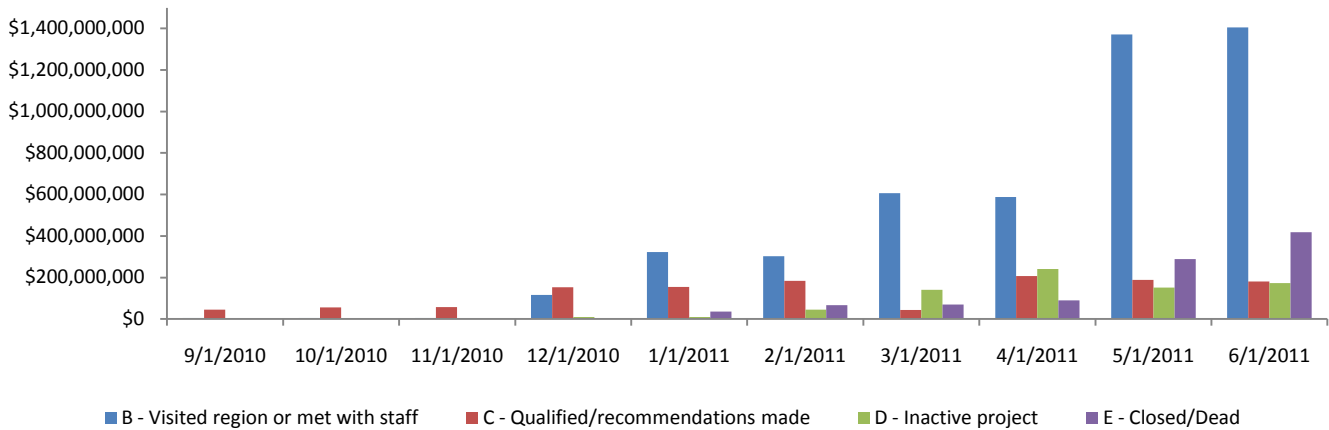
Projects by Source



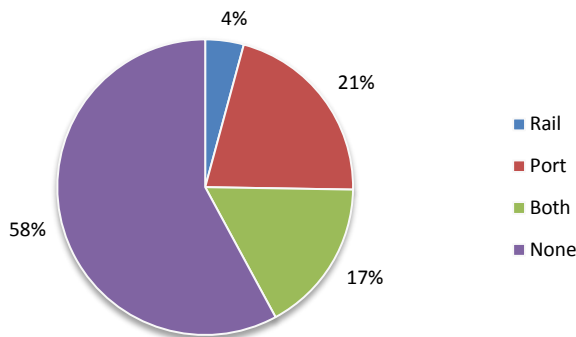
Project Status by Month



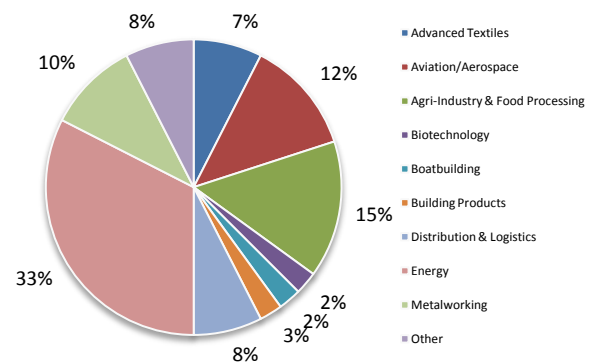
Investment Dollars per Status by Month



Projects Needing Rail and/or Port



Industry Sectors Needing Port and/or Rail



**"Visits" refers to clients visiting the region as well as NCSE staff visiting the clients at their location



2010-2011 Results and Accomplishments

The past year was a challenging year for the regional economy in southeastern North Carolina, and recovery from the 'Great Recession' has been a slow process in the region, as in other areas. However, job growth improved and more companies expressed serious interest in the region than what we experienced in the 18-24 months prior to this year. As the national economy continues to improve, we anticipate that more companies will make affirmative site location decisions regarding the region. *North Carolina's Southeast (NCSE) worked harder and smarter in the past year in developing, leading and assisting innovative marketing strategies and regional initiatives that enhanced economic development efforts. NCSE is a performance based organization dedicated to achieving results that positively impact the economic landscape of the region. **Our results for the past year are briefly highlighted in this document.***

Marketing Results

Leads and Projects – Our marketing program generated 116 industry leads and 48 individual company visits/meetings. Steven Roberts Desserts announced a 342 employee operation in Robeson County. The number of generated visits to the region was the strongest in NCSE's history. Leads and projects were generated from more than 10 different industry sectors. **See the attached Marketing Performance Report.**

Trade Shows & Consultant Missions – NCSE attended and led teams for FABTECH, Miami Boat Show, International Bakery Exposition, International Biomass Conference, Logistics 2011, AUSA, Southeast Biomass Conference, and a site consultants' forum.

Marketing Missions – NCSE conducted marketing missions to meet with prospective companies within targeted industry clusters in Pennsylvania, Colorado, Florida, Georgia, California, and Washington.

Collaboration w/ Dept. of Commerce – NCSE hosted the state development staff with the Department of Commerce at NCSE for presentations by every county in the region. NCSE also continued collaborative partnerships on multiple projects with Commerce and with Friends of NC marketing events.

TAG Panning Meeting – NCSE hosted all local developers and allies for the annual TAG planning meeting to collaboratively discuss ideas and strategies for economic development in the region.

Regional Initiatives & Collaboration Results

Regional Workforce Analysis – NCSE initiated this year-long analysis with Research Technology Strategies, K-12 career technical education, the community colleges, and the three public universities to evaluate the strengths and weaknesses of the region's workforce.

Aerospace Industry Marketing – NCSE facilitated a collaborative marketing initiative with the Fayetteville/Cumberland County Chamber of Commerce and Wilmington Industrial Development to target the aerospace industry sector.

Southeast Biotechnology Advisory Committee – NCSE agreed to chair this collaborative committee of universities, community colleges, and the private sector, which was formed to create economic growth in this sector. NCSE also participates in the Ag-Biotech Action Team to further market the region.

Fort Bragg Regional Alliance Marketing to Defense Firms – NCSE assisted the Alliance in drafting a marketing plan for the 13 county alliance region to target defense firms to the region.

At-Port Distribution & Logistics Marketing – NCSE continued marketing and development of at-port industrial sites near the Wilmington Port and for opportunities in the entire region, in conjunction with the NC Ports, counties, and allies.

Research & Technology Results

Analysis of aerospace & aviation industry sector – NCSE engaged a consultant to conduct an analysis of the strengths and weaknesses of the aerospace and aviation sector in the region, which led to marketing of companies in this sector.

Developed new website – NCSE began developing a more aggressive website design for marketing. Currently, about 25% of leads come through the website. Completion will be in fall, 2011.

State of Region Report – NCSE compiled the first annual State of the Region economic indicators report to begin looking at economic trends in the region. This will be unveiled at the annual meeting.

Sales Force Project Management System Reporting – NCSE completed the first full year on the Sales Force project management system, which will allow extensive lead and project tracking and reporting, supporting a more research and data driven marketing program.

Regional Profile – NCSE compiled the annual profile of economic assets in the region with the assistance of the three regional public universities.

Hired Marketing Research Developer position – NCSE hired this position to handle the critical needs for economic development research for the marketing program.

Updated regional GIS map – NCSE updated the regional GIS map for the region, which highlights infrastructure assets, such as highways, railroads, port, electric lines, etc.

Grant Projects & Funding Results

Economic Development Administration (\$100,000) – NCSE secured this funding for the regional workforce analysis.

NC Workforce Commission (\$60,000) – NCSE secured this funding for the regional workforce analysis.

Biofuels Center of NC (\$50,000) – NCSE secured this funding for the industrial site woody biomass analysis in the region.

NC Rural Center (\$10,000) – this funded an entrepreneurship business competition through the community college small business centers in the region

Biz Boost (\$60,000) – NCSE secured this funding to partner with the Small Business Technology Development Center to market this program to assist small businesses during the economic downturn.

Golden Leaf Foundation (\$125,000) – this funding was awarded to NCSE, NC's Eastern Region, and NC's Northeast to develop a national heritage tourism area in eastern North Carolina. NC's Northeast is acting as the fiscal agent.

Private Fundraising Methodology Study – NCSE completed this study to help the NCSE Board evaluate the feasibility of NCSE conducting a regional private fundraising initiative to supplement the current private fundraising it conducts.

